

The activities of the American Cancer Society in high schools continued, with prominent mention given to the use of the anti-tobacco filmstrip.

THE PRESS-JOURNAL
Englewood, New Jersey
August 18, 1960

1003543392

DETROIT NEWS
Detroit, Michigan
September 1, 1960

LORAIN JOURNAL
Lorain, Ohio
September 19, 1960

Lung Cancer-Smoking Links Film Theme for Area Students

As the significant relationship between lung cancer and cigarette smoking becomes more apparent, the efforts of the American Cancer Society to make known this relationship have been substantially stepped up. "In the past six months alone it was stated the various private, parochial, and public schools in New Jersey have received 285 film strips, entitled, "To Smoke or Not to Smoke." These film strips are presented by local chapters of the American Cancer Society to those schools which express an interest in this program. The purpose of this film strip is to present to junior and senior high school students a straight forward, unemotional presentation of the facts on cigarette smoking and lung cancer. For instance, during the last 30 years, while the death rate, in general, decreased and the death rate from all cancer increased slowly, the lung cancer rate mounted rapidly. It is still mounting rapidly. In 1930, 11250 died of lung cancer. In 1960, an estimated 36,000 will die. If the present trend continues, about one million youths now in schools will die of lung cancer.

"Scientists have long suspected two factors in the rise of lung can-

cer: 1) cigarette smoking, 2) air pollution. Statistical studies indicate that ten times as many smokers as nonsmokers die of lung cancer. Studies show, too, that the more you smoke, the greater the risk, in the city or in the country. Consequently, smoking has been shown to be far more important than air pollution as the causal factor in lung cancer." Oren G. Hunt, president of the American Cancer Society, New Jersey Division, Inc. said, "The film strip, TO SMOKE OR NOT TO SMOKE, enables the viewers to see that tars in cigarettes contain a number of agents which will produce cancer in animals. The film strip also illustrates how cigarette smoking weakens the natural defenses of the lungs. Once normal lung cells are damaged, the cancer cells may develop, grow, and crowd out, and finally destroy the normal cells."

ATLANTA CONSTITUTION
Atlanta, Georgia
September 7, 1960

Students To See Film on Cancer, Smoking

Cancer risk of cigaret smoking will be outlined to teen-agers in Georgia by the Georgia Division of the American Cancer Society.

Mrs. R. W. Huff of Rome, state chairman for a special program aimed at junior and senior high school students, said the program has been endorsed by the Council of the Medical Association of Georgia.

The program is built around a film strip reviewing the relationship between cigaret smoking and lung cancer. All materials will be provided school officials through local county units of the Cancer Society.

Cancer Society officials explained the group believes teen-agers should have an appreciation of the hazards involved in

Cancer Film to Be Shown to Students

Evidence as to whether cigaret smoking is linked with cancer of the lungs will be presented to high school students this fall in an educational campaign sponsored by the American Cancer Society's Southeastern Michigan division. The drive against smoking by teen-agers will be centered around a filmstrip, "To Smoke or Not to Smoke," which was previewed yesterday by school and health officials and representative high school students.

The series of pictures, accompanied by recorded commentary, presents evidence behind the society's position that smoking cigarets is the chief factor in the increase in deaths from lung cancer in this country from 2,500 in 1930 to an estimated 36,000 this year.

Dr. Harry M. Nelson, president of the Southeastern division, said that educational kits will be available to high schools.

"The approach of our teenage program on cigarets and lung cancer is one of teaching rather than preaching because our studies have shown that teen-agers prefer to draw their own conclusions based on a rational presentation of the facts," Dr. Nelson said.

1003543392 A

Cancer Unit Sets Meeting For Sept. 29

The American Cancer Society annual meeting will be held Sept. 29 at 6:45 p.m. in Town Crier Restaurant, Rt. 20 just off the Ridgeville Shopping Center.

Dr. A. Clair Siddall, chairman of the Professional Education Committee, is arranging an informal panel discussion on the subject, "To Smoke or Not to Smoke." Miss Nancy McMurray, director of nurses at the Lorain County Health Department, will be panel moderator. The panel will include a coach at Oberlin College, a high school student, a woman smoker and a physician.

The cancer committee of the Lorain County Medical Society and the education committee of the American Cancer Society are coordinating their efforts in trying to reach every high school student this year with the latest information on cigarette smoking and its relation to lung cancer.

Election of officers for the 1960-61 term will be held at this session.

1003543392 B

cigaret smoking before they establish the habit.

"The aim of the program is to teach, not to preach," Mrs. Huff said. "Our plan is to place the facts before students so they can draw their own conclusions and

make their own choice."

This is the Georgia unit's first major cancer prevention program, Mrs. Huff said.

1003543392 C